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Notice-cum-Addendum to the Scheme Information Document (SID)/Key Information Memorandum (KIM) of ICICI Prudential Equity - Arbitrage Fund and ICICI Prudential Blended Plan - Plan A (the Schemes)

Change in the Product Labelling

NOTICE is hereby given to all the unit holders / investors that pursuant to Association of Mutual Funds in India (AMFI) Best Practice Guidelines Circular No. 135 / BP / 50 / 2014-15 dated August 05, 2014, regarding 'Standardizing Product Labelling of Arbitrage Funds', the colour coding for the Schemes is changed with immediate effect. The revised product labelling is as given below:

ICICI Prudential Equity - Arbitrage Fund

This Product is suitable for investors who are seeking*:

- Short term income generation solution
- An equity fund that aims for low volatility returns by using arbitrage and other derivative strategies in equity markets.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



**MEDIUM RISK
(YELLOW)**

ICICI Prudential Blended Plan - Plan A

This Product is suitable for investors who are seeking*:

- Short term income generation solution
- An equity oriented fund that aims for growth by investing in equity and equity related securities including derivatives and the balance in debt securities.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



**MEDIUM RISK
(YELLOW)**

Note - Risk may be represented as:

(BLUE) investors understand that their principal will be at low risk	(YELLOW) investors understand that their principal will be at medium risk	(BROWN) investors understand that their principal will be at high risk
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All the other provisions of the SID / KIM except as specifically modified herein above remain unchanged.

This Notice-cum-Addendum forms an integral part of the SID / KIM of the aforesaid Schemes of ICICI Prudential Mutual Fund, as amended from time to time.

For ICICI Prudential Asset Management Company Limited

Place: Mumbai

Sd/-

Date : August 07, 2014

Authorised Signatory

No. 007/08/2014

CALL MTNL/BSNL: 1800 222 999 • Others : 1800 200 6666 • Or, apply online at www.icicipruamc.com

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.